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October 12, 2007

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

RE: Trademark: FRESH TRADE AUCTION
Serial No.: 76/655779
Filing Date: February 28, 2006
Our File No.: 130801-3001

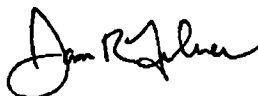
Sir:

Enclosed for filing with respect to the above-listed mark are the following items:

1. Amendment to Allege Use with Specimen;
2. Check - \$100; and
3. Return postcard.

It is believed that no additional fee is due. If this is incorrect, or if any other fee is necessary, the Commissioner is hereby authorized to charge any fees that may be required by this paper to Deposit Account No. 07-0153

Respectfully submitted,



Jason R. Fulmer

JRF/la/kb
Enclosures

Certificate of Mailing

I hereby certify that this document is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451 on October 12, 2007.

Jason Fulmer
(Name of Person Mailing Document)


(Signature)

10-16-2007

10-16-2007

U.S. Patent & Trademark Mail Rpt. Dt. #34

GARDERE WYNNE SEWELL LLP

3000 Thanksgiving Tower, 1601 Elm Street, Dallas, Texas 75201-4761 ■ 214.999.3000 Phone ■ 214.999.4667 Fax

Austin ■ Dallas ■ Houston ■ Mexico City

Attorney Docket No.: 130801-3001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: LaneLogic, LLC
Serial No.: 76/655779
Filed: February 28, 2006
Mark: FRESH TRADE AUCTION
Classes: 35 and 42

Commissioner for Trademarks
P. O. Box 1451
Alexandria, VA 22313-1451

AMENDMENT TO ALLEGE USE UNDER 15 U.S.C. § 1051(c)

Applicant, LaneLogic, LLC, requests registration of the above-identified mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. §§ 1051-1127, as amended).

Applicant is the owner of the mark sought to be registered, and is using the mark in commerce on or in connection with all services listed in the application, as amended.

Date of First Use of the Mark in Anywhere: at least as early as 5/1/2006

Date of First Use of the Mark in Commerce: at least as early as 5/1/2006

Two (2) specimens showing the mark as used in commerce on or in connection with the services in each class submitted herewith.

Enclosed herewith is a check in the amount of \$100.00, which is the statutory fee for filing this Allegation of Use. It is believed that no additional fee is due at this time. If this is incorrect, the Commissioner is hereby authorized to charge any deficiency to the Gardere Wynne Sewell LLP, Deposit Account No. 07-0153.

DECLARATION

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that the facts set forth in this document are true, that he/she is properly authorized to execute this document on behalf of the Owner; and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

LANELOGIC, LLC

Date: 9/25/07

By: 

Print Name: Tim O'Brien

Title: President

Please address all communications to:

GARDERE WYNNE SEWELL LLP
IP SECTION
1601 Elm Street, Suite 3000
Dallas, TX 75201-4761

and direct all telephone calls to Kay Lyn Schwartz at (214) 999-4702, e-mail address ip@gardere.com, fax number 214-999-3623. Please reference Attorney Docket No. 130801-3001.



USED CAR MANGER

AUCTION NEWS



New Fresh Trade Auction Sweetens the Resale Market

Dealers Gobble Up Fresh Trades From The Nation's Largest Franchise Stores

GET PAID TO BID

The LaneLogic Fresh Trade Auction pays buyers a \$20 cash reward each time they are the high bidder and their offer does not go through.



With the LaneLogic Fresh Trade Auction up and running, used car dealers are feeling like kids in a candy store. They're stocking their lots with fresh trades from franchise dealers--those premium trade-in vehicles that until now have been out of reach.

What's so attractive?

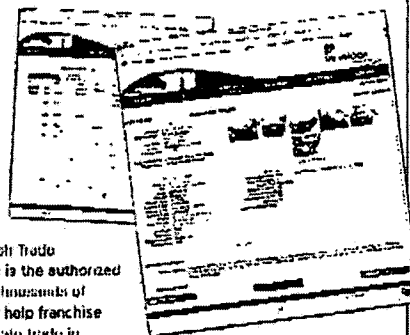
- Fresh trades from franchise dealers.
- A rewards program that pays buyers to bid.
- A 45 day buy back guarantee that ensures satisfaction.
- An easy-to-use buyer profile that searches the inventory and displays only the vehicles wanted to buy.
- A single buyer number that provides access to three powerful online auction sites: a lanelogicvb2.com for fresh trades.

a vb2.com for aged used vehicles
o copart.com for salvage

Who's sweetening this pot?

LaneLogic and vb2 technology have partnered to deliver the Fresh Trade Auction. LaneLogic is the authorized buying agent for thousands of dealerships. They help franchise dealers find accurate trade-in values for fresh trades and then redistribute those trade-ins to the franchise dealers who can profit from them most.

When LaneLogic doesn't find a match between a trade-in and a franchise dealer within its own network, that vehicle goes into the LaneLogic Fresh Trade Auction and is available to all registered buyers.



When buyers log on to the LaneLogic Fresh Trade Auction they immediately enter a real time online auction featuring continual ongoing sales.

Auction hours are Monday through Saturday, 9am EST to 8pm PST. To learn more, log on and take a tour. Or register today.

The LaneLogic Fresh Trade Auction, with 45-day buy-back guarantee, is live!



laneologic

The Used Vehicle Market Maker

REGISTER & BID NOW
www.lanelogicvb2.com

POWERED BY



Bid Online Save Time



USED CAR MANGER

AUCTION NEWS

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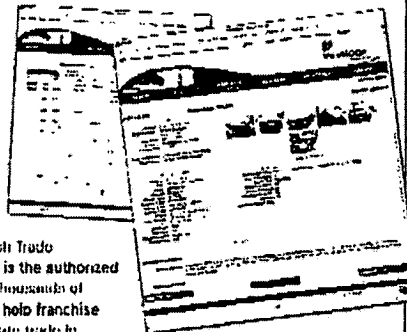
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cvb2.com for used used vehicles
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The Lane Logic Fresh Trade Auction, with 45-day buy-back guarantee, is live!



REGISTER & BID NOW
www.lanelogiccvb2.com



Bid Online Save Time



USED CAR AUCTION NEWS

Imagine Fresh Trades Delivered to Your Desktop

Register now for the ianelogic 15-minute Fresh Trade Auction

U need to get your car sold faster than a hot date? You need the right car. You need to know the right auction.

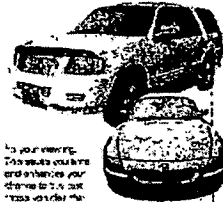
Finally, a level playing field for all used car dealers.

With the ianelogic 15-minute Fresh Trade Auction, coming soon, fresh trades from the nation's largest dealers go on the internet and come to you in 15 minutes. No more used car dealer. Regardless of your size, when you're ready to sell your car, know

You don't even have to go out looking. Fresh trades come to you.

Forget about brokering or dealing with a car lot. With the ianelogic 15-minute Fresh Trade Auction, you complete a simple buyer profile including the make, model, year, and price you're looking for. You'll receive car offers by email, text, or even through your website.

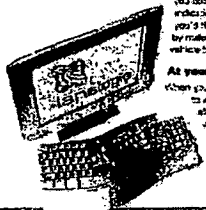
At your service
When you go on as a registered buyer to view the auction, you'll see the ianelogic 15-minute Fresh Trade Auction. You'll see the ianelogic 15-minute Fresh Trade Auction. You'll see the ianelogic 15-minute Fresh Trade Auction.



to your viewing. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it.

Sounds expensive, doesn't it?
Adding a car to your profile of fresh trades. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it.

Register now
The ianelogic 15-minute Fresh Trade Auction is coming. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it. You'll see the car and whether you want to buy it.



REGISTER NOW FOR THE IANELOGIC 15-MINUTE FRESH TRADE AUCTION! www.ianelogic55.com




lanologic

USED CAR
AUCTION NEWS

Imagine Fresh Trades Delivered to Your Desktop

Register now for the lanologic 15-minute Fresh Trade Auction

Visit us at NABO, ROOM 3323, Las Vegas, Nov. 8-10

USED CAR AUCTION NEWS

Imagine Fresh Trades Delivered to Your Desktop

Register now for the lanologic 15-minute Fresh Trade Auction

Used to be, you couldn't access these trades unless you had the right people. Now, as all about knowing the right people.

Finally, a level playing field for all used car dealers.

With the lanologic 15-minute Fresh Trade Auction coming soon, fresh trades from the nation's top used car dealers will be delivered to you and your customers. And, as a bonus, you'll be able to see the trades before they are even listed. Register now for your site, where you're based or where you know.

You don't even have to go out looking, fresh trades come to you.

Forget about looking on your own, waiting for auction houses. With the lanologic 15-minute Fresh Trade Auction, you'll get a complete overview of the nation's top used car dealers. You'll be able to see the trades before they are even listed. Register now for your site, where you're based or where you know.

At your service

When you join us as a registered user, you'll have access to the nation's top used car dealers. You'll be able to see the trades before they are even listed. Register now for your site, where you're based or where you know.

Register now

For the lanologic 15-minute Fresh Trade Auction, register now for your site, where you're based or where you know.

REGISTER NOW FOR THE lanologic 15 MINUTE FRESH TRADE AUCTION www.lanologic.com



In your shop

This auction will be available for your business.

Sounds expensive, doesn't it?

Adding more and more of these trades to your business can be a great way to grow. Register now for your site, where you're based or where you know.